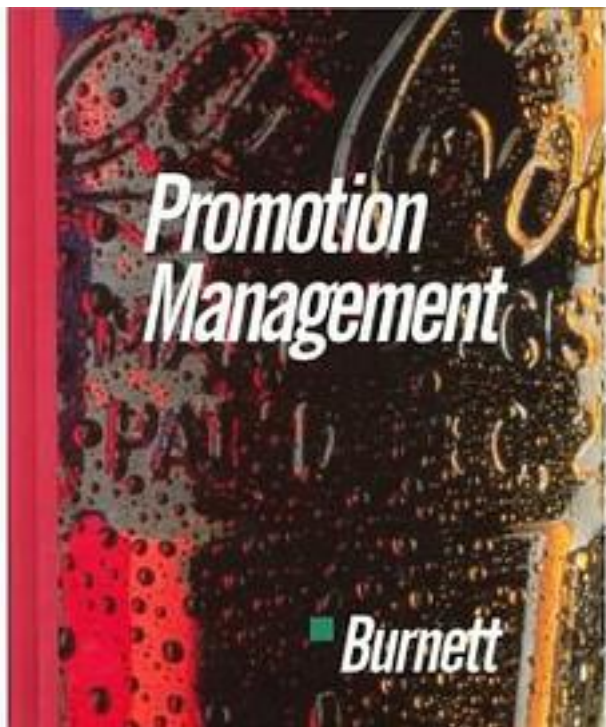


Promotion Management



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著者:John J. Burnett

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Product Description

Based on a real-world promotion strategy model, this text reflects the way in which a promotion strategy is created and executed. From a managerial approach, it explains the key concepts of contemporary promotion, focusing on the planning, organizing, leading, and controlling functions. The book also looks at the evolving industry of promotion management, examining recent developments such as financial accountability, cost containment, segmented target markets and foreign market expansion. Emerging concepts such as international promotion, direct marketing, and

sales promotion as a primary promotion device, are also addressed

作者介绍:

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